

JOIN THE STUDENT RECRUITMENT FAIRS IN 2020

Meet thousands of prospective students in Norway!

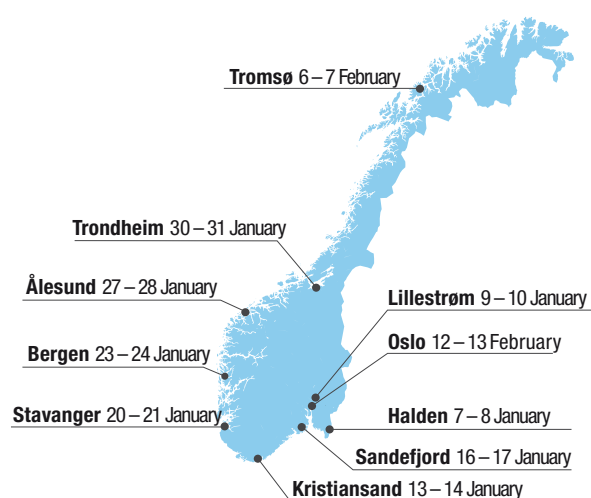


Participate at the biggest education fairs in Norway!

The fairs are held in ten cities in Norway during January and February every year, with more than 80 000 visitors in total. As an exhibitor at the fairs, you will meet many potential students and can recruit new Norwegians to your institution!

City	Date	Visitor numbers
Halden	7 - 8 January	3458
Lillestrøm	9 - 10 January	14998
Kristiansand	13 - 14 January	6073
Sandefjord	16 - 17 January	7111
Stavanger	20 - 21 January	8972
Bergen	23 - 24 January	10104
Ålesund	27 - 28 January	3845
Trondheim	30 - 31 January	9256
Tromsø	6 - 7 February	4197
Oslo	12 - 13 February	15432

Fair overview 2020



Visitors

We invite all high schools and junior high schools in the region of each fair and provide transport services to the exhibition venue. Through close contact with student advisors at the schools, we ensure large visitor numbers every year. We also invite students from the local community colleges and universities, and other young adults looking for further education.

Exhibitors

A wide range of both Norwegian and international exhibitors participate at the fairs every year. In 2019, more than 100 international exhibitors from 20 different countries were represented. The main types of exhibitors include universities, colleges, private and public schools, various organizations and companies.



Marketing of the fairs:

In addition to liaising with student advisors at each school, we promote the fairs extensively through advertising campaigns on local buses, internet newspapers and in various student magazines. We also use Facebook, SMS invitations and newsletters to reach the target market in each region.

Contact

Tlf: +47 73 80 97 67 / info@fairs.no
www.fairs.no

Student Recruitment Fairs
NORWAY 

Why recruit Norwegian students?

Studying abroad is very popular among Norwegian students and during last school year, nearly 25 000 studied in a foreign country. Students can obtain generous financial support from the State Educational Loan Fund which makes it possible for most students to study abroad.



Benefits of Norwegian students

- Students obtain generous financial support
- Students are fluent English speakers and well prepared for university studies.
- Students are adaptable to language and culture and blend well with both local and other international students.
- Norway has strong traditions for studying abroad and students are encouraged by the Ministry of Education to obtain an international education.

Students prefer the recruitment fairs

- Students prefer visiting a recruitment fair, compared to other means of student advising.
- 93% believe that visiting the fair can influence their choice of education or place of study.
- 70 % of visitors are interested in information about studying abroad.

Results from survey among 8700 visitors at the student recruitment fairs in 2019.

International exhibitors recommend the fairs

The fairs are always well attended and lively

"Norwegian students are some of the best in the world, and over the past 5 years the TaUtdanning fairs have given University of Dundee unrivalled access to engage with prospective applicants, as an important component of our outreach activity in Norway. The fairs are always well attended and lively, and not only in the bigger cities. The staff could not be more helpful. Highly recommend."

*Doug Watters, Senior International Officer
University of Dundee*

"The fairs are always extremely well organised"

It is an essential part of our recruitment strategy to meet prospective students in their home country and the education fairs organised by tautdanning in Norway provide the perfect place to speak to students, and their parents, interested in studying in the UK. The fairs are always extremely well organised and the staff are very friendly and helpful before and during the event".

*Karen Ager, International Marketing Officer
Writtle University College*

Contact

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Student Recruitment Fairs
NORWAY 

It's easy to join the fairs in Norway!

We provide all necessary services to make it easy for international exhibitors to participate at the fairs.

- Rental of stand space
- Rental of stand equipment which is delivered to your stand
- Transportation and storage services for your own material and equipment
- Preferential rates at selected hotels in each city.
- Advertising opportunities in newsletters and fair magazines
- Service desk for exhibitors at each fair

We can offer tailor made package solutions to suit your specific needs and budgets. Contact us for more information and a proposal!



Prices for 9m² stand in 2020 (Incl. vat)

	NOK	EUR	USD
Halden	16 575	1700	1915
Lillestrøm	25 325	2610	2930
Kristiansand	16 575	1700	1915
Sandefjord	16 575	1700	1915
Stavanger	21 600	2220	2500
Bergen	21 600	2220	2500
Ålesund	16 575	1700	1915
Trondheim	21 600	2220	2500
Tromsø	16 575	1700	1915
Oslo	25 325	2610	2930

The above quotes are based on exchange rates from April 2019. Please note that prices may vary according to changes in the exchange rates.

*Prices include registration fee, stand hire and 25% VAT. **Stand equipment is not included.** Larger stand sizes are also available such as 12m², 15m², 18m² etc.*

Stand equipment

Stand equipment is not included in the participation fee and must be ordered separately. A basic equipment package can be ordered during the registration process. The package contains the following items:

- Front sign
- Electricity usage
- Spotlights
- Carpets
- Tall table + bar stools
- Brochure rack
- Waste basket
- Adhesives

It is also possible to order other items or obtain a tailor-made equipment package based on your needs and preferences. Contact us for more information.

Price estimate for 9m² stand equipment package in 2019:

9325 NOK	960 EUR	1075 USD
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(prices include VAT.)

Advertising

Education newsletters

We send newsletters about education to 300 000 students in Norway every month. You can reach this large target marked with an article or advert on the front page. The article/advert will also be published on on the Norwegian student portal during the relevant time period.

Fair Magazine 2020

The magazine will be handed out to all visitors at the recruitment fairs in 2020 and distributed electronically prior to the fair period. We offer article and advertising space at very affordable rates for exhibitors at the fairs.

Contact us for more information about advertising and prices!

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& KARRIERE

Student Recruitment Fairs
NORWAY 